

ALLEY OF THE MOON  
VINTAGE FESTIVAL

*Seventh Annual*

**Sept. 25, 26, 27, 1953**

**SONOMA • CALIFORNIA •**

Price 15c



# *1953 Wine Awards*

won by

## *Buena Vista Vineyards*

THE HARASZTHY CELLARS

Sonoma, California

**Gold Medal - - Sylvaner**

Los Angeles County Fair  
Also Medal Award California  
State Fair

**Gold Medal - - - - Rose**

Los Angeles County Fair  
Also Medal Award California  
State Fair

**Silver Medal - - - White**

Riesling Johannisberger  
California State Fair

**Silver Medal - - - White**

Riesling Johannisberger  
Los Angeles County Fair

**Silver Medal - - Burgundy**

Los Angeles County Fair

**Silver Medal - - Pinot Noir**

Los Angeles County Fair

**Silver Medal - - - - -**

- - - Green Hungarian

Los Angeles County Fair

**Silver Medal - - Traminer**

Los Angeles County Fair

**Bronze Medal - Zinfandel**

California State Fair

Buena Vista Sylvaner, White Riesling, Johannisberger and Rose (Haraszthy)  
were double medal winners, with an award from each competition.

Every wine produced by Buena Vista has now won an award  
at one Fair or the other, or both, within the past three years.

Seventh Annual

*Valley of the Moon*

# VINTAGE FESTIVAL

Presented by the



FRIDAY, SATURDAY & SUNDAY

September 25, 26, and 27, 1953

SONOMA







## 1953 Officers

President	Vice-President
Mr. Charles E. Cochran	Mrs. James H. Wolfe
Secretary	Treasurer
Mrs. Ray B. Noyes	Mr. George T. Magee
Corresponding Secretary, Mrs. R. A. Mehrstens	

### BOARD OF DIRECTORS

Mrs. C. M. Peterson	Mr. Arthur M. Schader
Mrs. Clark Taylor	Mrs. Charles Pagani
Mrs. Frank Gregory	Mrs. R. H. McAleese
Mr. B. L. Peart	Mr. Zan Stark, Jr.

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Mrs. Clark Taylor	Mrs. Antonia D. Hansen
Mrs. C. M. Peterson	Major Henry Akin

### FINANCE COMMITTEE

Mr. George T. Magee	Mr. William Houston	Mr. B. L. Peart
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### ADVISORY COMMITTEE

Mrs. L. H. Tryon	Mrs. Dewey Donnell
Mrs. Gregory Jones	Mrs. Arthur Baken

### OFFICIAL HOSTESSES

Mrs. Arthur Baken	Mrs. R. R. (Dal) Emparan
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### COMMITTEE CHAIRMEN

Art Exhibit . . . . .	Mrs. Ann Ruggles Johnson
Balcony Decorations . . . . .	Mrs. Neal Dodge
Grapes . . . . .	Mrs. Simone Berges
Children's Concessions . . . . .	Mrs. R. H. McAleese
Children's Theatre . . . . .	Mrs. C. M. Peterson
Concessions . . . . .	Mr. Arthur Schader
Costume Ball . . . . .	Mrs. Charles Pagani
Membership and Program . . . . .	Mrs. James H. Wolfe
Music . . . . .	Mrs. Frank Gregory
Pageant and Gay Nineties . . . . .	Mrs. Antonia Hansen



Parade . . . . .	Mr. M. P. Albares
Publicity . . . . .	Mrs. R. Stuart Johnston
Skirt and Hat Contest . . . . .	Mrs. Doris Baeta
Sound . . . . .	Mr. Gilbert Mathis
Windows . . . . .	Mrs. Clark Taylor
Photography . . . . .	Mr. Zan Stark, Jr.
Plaza-Historical Planning Co-Chairmen . . . . .	Mrs. Gregory Jones
	Mr. H. L. Phinney

## *The Aims of The Valley of the Moon Vintage Festival Association*

Visitors to this Seventh Annual Vintage Festival may ask, as have many, "What are the aims of this group which each year gives freely of its time and efforts to put on the Festival?"

First, let us say that it provides the people in the community—young and old—with a chance to have fun. Also it designates a date to give thanks at harvest time, when the produce of our fertile valley is in the larders of market and home; when the grape vines—reproductions of Old World cuttings which made Sonoma Valley the birthplace of California viticulture—are heavy, and the bright leaves provide the color and beauty to be found only in the Valley of the Moon.

The late Virgil Jorgensen, one of the Festival's founders, penned an aim that will always provide an impetus to future celebrationsebrations: "To sponsor and encourage the development of a historical environment where such a festival is to be held."

It is the aim of this year's Vintage Festival leaders to fulfill Mr. Jorgensen's ideas on a valley-wide basis.

They plan, by the placing of markers, by restoration and other means to further illustrate Sonoma Valley's history . . . Whether it be at Vineburg and Buena Vista where early vineyard history was made; in Sonoma city where the last of California's Missions, the Vallejo home and adobes of over a century ago wrote unerasible history; or in the upper valley, home of Jack London.

Sonoma Valley—a Valley of History—and it is the Vintage Festival Association's aim to mark it so.



# Italian Swiss Colony

## Famous California WINES

Enjoy a Friendly Visit  
To Our Winery

ASTI

Sonoma County, Calif.



## *Program of Events*

### FRIDAY, September 25

Costume Ball, 8:30 P. M. Little Switzerland. Dr. Richard H. McAleese, Master of Ceremonies.

"Grape Vine" Teen Age Ball, Sonoma Community Center 9:00 P. M. Festival Queen Selection. (Sponsored by Amity Society) Lex Boyd, Master of Ceremonies.

### SATURDAY, September 26

11:00 A. M.

Official Opening Ceremonies near the Bear Flag Monument in the Plaza.

Honorable Warren D. More, Mayor of Sonoma, Official Host.

Introduction of Students from the International House, University of California.

Speaker: Mr. R. R. (Dal) Emparan, grandson of General Mariano Vallejo.

Master of Ceremonies: Henri Maysonnave.  
Music: Paul Marcucci and Fred Torzilli.

### *Blessing of the Grapes*

by

Padre Alfredo Boeddeker, O. F. M.

In keeping with the traditions of the early Franciscan Padres. Choir: St. Francis Solano School. Folk Dancers from the Children's Theatre under the supervision of Mrs. Albert Ricci.

### *Crowning of Vintage Festival Queen*

by

William Bagnani, Vice-President of Sonoma County Wine Growers' Association.

### "THE VINTAGE HARVEST"

Dancers—Queen's Attendants.

Vintage Harvest dance directed by Mrs. Wendell Schaal.

10:00 A. M. to 9:00 P. M.

Booths in Plaza.

Window Displays.

Wine Display at Vintage Festival Headquarters.

Balcony Displays.

Community Center Open House, including Valley of the Moon Garden Club Flower Show, Historical Society Exhibit, Organ Concert.



**(PROGRAM OF EVENTS CONTINUED)**  
**(Saturday)**

While visiting the Center and enjoying the Garden and Historical exhibits stop in the cafeteria and enjoy  
**ROSAURA GARFIAS BANKS'**  
**MEXICAN SPECIALTIES**

**10:00 A. M. to 5:00 P. M.**

Visitors welcome to Vallejo Home and to the Mission San Francisco Solano de Sonoma. The Mission contains a collection of paintings of all the Missions in the State by Chris Jorgensen, together with hundreds of relics of the glorious epoch of the rancheros.

**11:00 A. M. to 8:00 P. M.**

Open Air Art Exhibit under direction of Ann Ruggles Johnson, in Ruggles' Store and Garden, across from Plaza, First Street West. Paintings by County Artists.

**11:30 A. M. to 1:30 P. M.**

Chicken Loaf Luncheon, Congregational Church. Adults, \$1.00; Children, 75c.

**12:00 to 1:00 P. M.**

Incidental Music in Plaza.

**12:00 to 5:00 P. M.**

The Little Festival, West side of Plaza, sponsored by the Mother's Club of the Trinity Episcopal Church. Festivities: Fishawish, Home Run, Downacrown, Winafin Pony Parade, Toy Joy, Lucky Lotto, Dart Game, Cartoon Movie (under management Cub Scouts); Hobby Lobby, Children's Hobby Exhibit (in Bat-to Building, First Street West) where prizes will be awarded at 3:30.

**1:00 to 1:30 P. M.**

**Line up on Time !!!**

Children's Parade—Line of March from Community Center on Napa Street to First Street East; right to the Mission and around the Plaza to Broadway entrance; through Plaza to lawn back of City Hall, where parade will disband.

A treat for all the youngsters participating will be furnished by the Kiwanis Club.

**1:30 to 2:30 P. M.**

Band Concert, Petaluma Municipal Band—Maxwell Johnson, Director. Open Air Theater.

**The Napa and  
Sonoma Wine  
Company**

**Sonoma, California**

**Cordially invites you to  
visits its unusual and  
picturesque tunnel  
tasting room**

**From Sonoma Plaza drive East  
on Napa Street about one mile.**

**Then follow "Napa and Sono-  
ma" signs.**

**Paul Rossigneux  
President & Cellar-Master**





## Distinguished Wines

From the Upland  
Vineyards of

# LOUIS MARTINI

*Located in the*

*Valley of the Moon*



Winery at  
**ST. HELENA**  
California

### (PROGRAM OF EVENTS CONTINUED) (Saturday)

2:00 to 5:00 P. M.

Open House at Wineries—Buena Vista Vineyards, Napa and Sonoma Wine Co., Sebastiani Wineries.

2:00 to 8:00 P. M.

Gypsy Fortune Tellers under direction of Mrs. Gilbert Mathis. Gypsy Wagons, courtesy of H. G. Makelim.

2:30 P. M.

Children's Theatre

## "The Calico Burro"

Produced by  
Festival Fblers

Southwest corner of Plaza

Director

Mrs. C. M. Peterson

Committee: Mrs. Arthur Schader, Mrs. Clark Taylor, Miss Valerie Valente, Mrs. A. W. Agnew, Mrs. Harrison Churchill, Mrs. E. L. Richardson, Mrs. Leland Douglas, Mrs. Al Ricci, Mrs. Wendell Schaal, Mrs. Evan Sprague, Mrs. Lawrence Peterson, Mrs. Stuart Johnston, Mrs. Byron Peart, Mrs. Yvonne Johnson.

### C A S T

The Calico Burro.....Karen Peterson  
and Carol Taylor  
Wise Woman.....Frances Kearney  
Chiquita.....Susan Moddison  
Pedro.....Bobbie Smith  
Sandy Agnew, Wendy Agnew, Stephanie Agnew, Nancy Harmon, Patricia Callinan, Sharon Johnson, Danna Clausen, Claudia Flandi, David Graves, Mary Elizabeth Houston, Mark Huffman, Jimmy Isham, James Johnston, Jeff Johnstone, Patricia Kalivoda, Joanne Moddison, Wayne Moddison, Linda Moddison, Keith Morris, Georgia Mulford, Michele O'Hannesion, Carole Olsen, Melody Pappas, Janet Peart, Gary Peart, Peggy Peterson, Nancy Peterson, Bobbie Pohler, Barbara Rieble, Billie Smith, Judy Spencer, Jill Chamberlain, Sandy Sprague, Barbara Sprague, Bill Taylor, Aldo Todeschini, Mary Ann Sebastiani, Susan Douglas, Diana Ferris, Marcella Jones, Allison Oakes, Franci Richardson, Suzanne Richardson, Larry Solen, Gloria Wrobel, Ronnie Wrobel, Leonard Wrobel, Dale Clausen, Linda Flandi, Susie Houston, Pearl Isham, Donna Peterson, Larry Peter-



(PROGRAM OF EVENTS CONTINUED)  
(Saturday)

sen, Diana Peterson, Duvene Spencer, Paula Peterson, Mark Sullivan, Billy Wrobel, Dennis Ricci, Jim Scholtz, Otto Scholtz, Mary Iselin, Leslie Young, Judy Young, Carol Taylor

**SUNDAY CAST**

The Calico Burro..... Karen Peterson  
and Sandy Agnew  
The Wise One..... Frances Kearney  
Chiquita..... Mary Elizabeth Houston  
Lucia..... Nancy Harmon

**2:30 to 5:30 P. M.**

"Art in Action"—Ida Day Degen, distinguished sculptress. Ruggles' Garden, 1st St. West.

**3:00 P. M.**

**TEENAGERS' GAY 90'S REVUE**

Open Air Theatre in Plaza

Trained and Directed by

**Antonia D. Hansen**

Stage Manager—Ernest Ashworth

Accompanist—George Scrimger

Costumes—Mrs. Neal Dodge and

Mrs. Marie Williams

**I**

"In the Good Old Summer Time"

Entire chorus in action indicated  
by the lyrics

**II**

"My Mother Was A Lady"

Waitress.....Naome Chang

Drummers.....Dick Griffin (soloist)  
Danny Taylor

and Chorus

**III**

"Daisy Bell"

Soloist.....Allan Pfeiffer

Bride.....Judith Messer  
and Chorus

**IV**

"Tr-ra-ra-ra Boom-der-e"

Adult Barber Shop Quartet.....

Lawrence Dunbar

Ernest Ashworth

Gene Moreton

Lawrence Dickey

Can-Can Dancers.....Peggy Johnson

Nancy Montaldo

**CHORUS**

Norine Carlson

Naome Chang

Doris Graves

Jean Gallagher

COMPLIMENTS

**GLEN ELLEN  
WINERY**

Glen Ellen  
California

**THE**

**Mondavi Family**

Producers of the

Distinguished

Charles Krug

Napa Valley Wines

Extend to you

greetings

**C. MONDAVI  
and SONS**

St. Helena, Calif.



## BERINGER BROS.

Producers of  
Fine Wines and Brandies  
For More Than 75 Years

Los Hermanos Vineyard  
and Winery

St. Helena, California

Visitors always welcome to visit  
our famous underground  
tunnels.

## C. DANIELS

Meats and Poultry  
Ascherman's Market

521 Broadway  
Sonoma

## BEAR FLAG TEA ROOM

(Edna Compagno)  
Barracks Building  
38 Spain Street, Sonoma  
Phone 2175

Sonoma Valley Cheese  
Factory & Frozen Food  
Storage  
Sonoma

## (PROGRAM OF EVENTS CONTINUED) (Sunday)

Dick Griffin  
Louise Ginder  
Carol Hahn  
Susan Hill  
Katy Hill  
Judith Messer  
Peggy McCammon  
Karen More  
Pat Pensar  
Allan Pfeiffer  
Sandre Salmon  
Sue Sharrock  
Pat Thrapp  
Danny Taylor  
Judy Valentine  
Virginia Valente  
Mary Wedge

Presentation State Fair Wine Awards to  
Sonoma County Vintners.

5:00 to 7:30 P. M.

HAM DINNER—Methodist Church, 1st St.  
East. Adults: \$1.50, Children under 12:  
75c.

8:00 to 9:00 P. M.

PAGEANT

Front of Swiss Hotel

## "The Laborers in the Vineyards"

By Antonia D. Hansen

Produced by Sonoma Valley amateurs,  
Sonoma Valley Festival Association  
and Valley of the Moon Swingers

Director.....	Antonia D. Hansen
Stage Manager.....	Ernest Ashworth
Chorus Director.....	Dan Ruggles
Orchestra Leader.....	James Sanford
Accompanist.....	George Scrimger
Prop Man.....	Charles Castle
Sound.....	Gilbert Mathis
Lighting.....	A. J. Martinson
	Jos. T. McCloskey
Makeup.....	Mrs. Gene Moreton
Costumes.....	Mrs. Neal Dodge
	Mrs. Marie Williams

### CAST

Introduction.....	A. R. Grinstead, Esq.
Narrator.....	Mrs. Carrie Burlingame
Children.....	Jim and Bunny Bundschu
Waiter.....	Paul Hansen
Horatio Appleton.....	Charles Hansen
Mr. Craig.....	Hon. N. Dal Poggetto
Jacob Gundlach.....	Dr. R. L. Mollenhauer
Fanny Gundlach.....	Carol Hahn
Rosa Gundlach.....	Norine Carlson
Carl Dresel.....	Carl Dresel
Charles Bundschu.....	Towle Bundschu





SAN MATEO

SAN FRANCISCO

VALLEJO

San Francisco's oldest department  
store sends greetings to

*Valley of the Moon*

## VINTAGE FESTIVAL

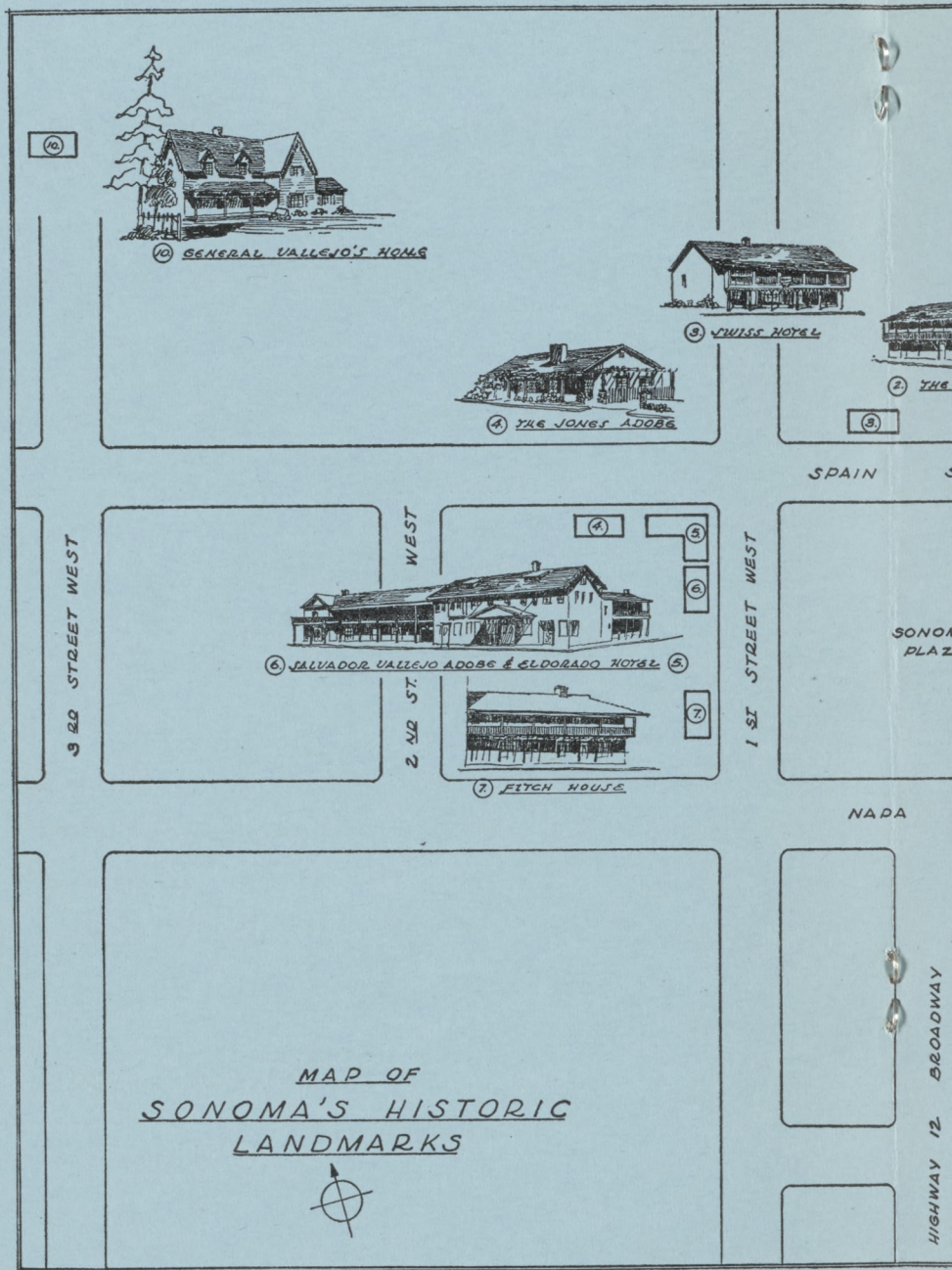
City of Paris extends to Sonoma residents a  
cordial invitation to visit its well-stocked  
cellars. Select from choicest wines and  
liquors in the world-famous Verdier Cellars.

President

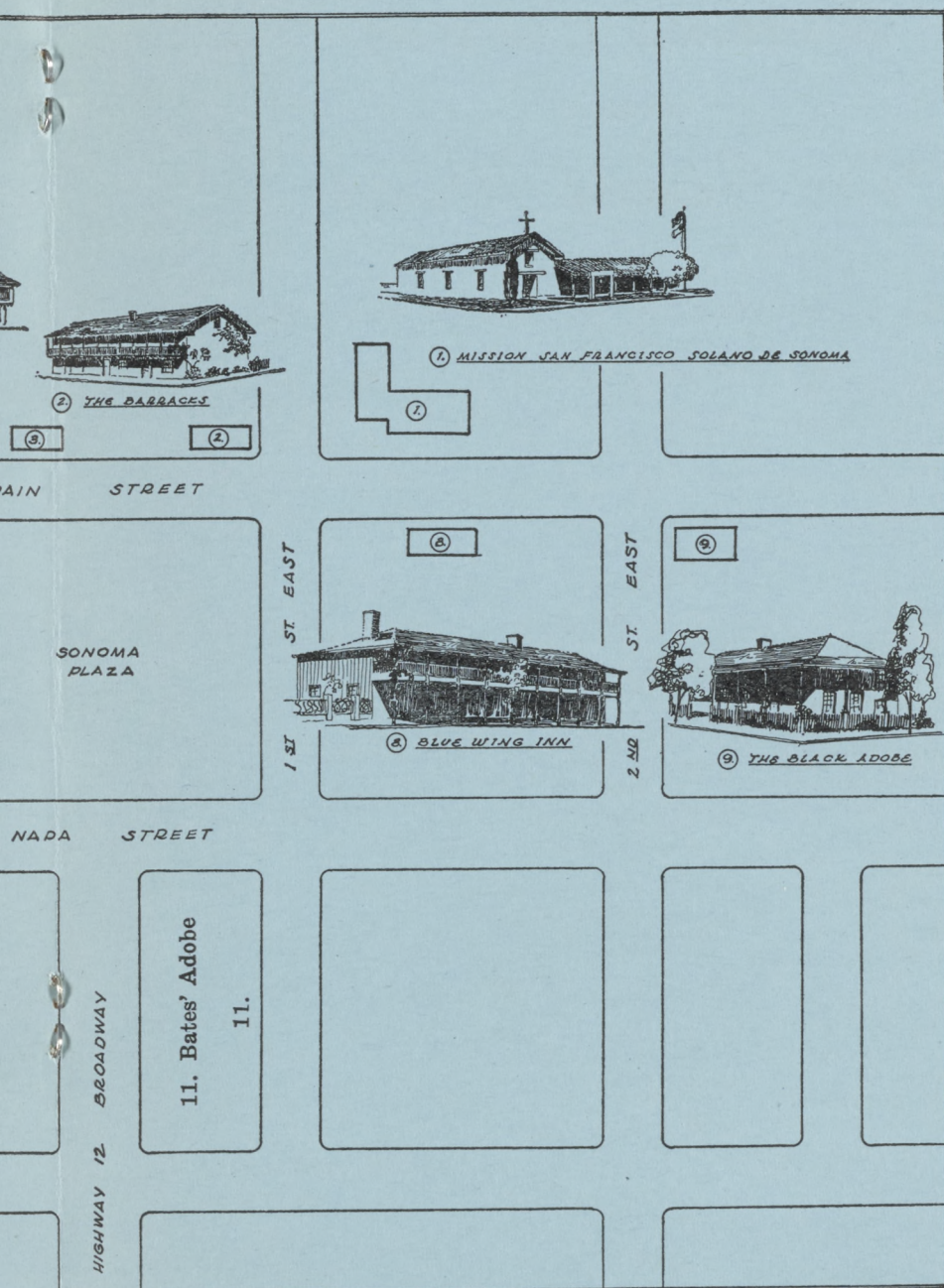
1850

1953









MAP BY STUART JOHNSTON



# *Sonoma County*

produces

## *The Finest Wines*



**Sonoma County Wine**

**Growers' Association**

AMERICAN INDUSTRIES CORPORATION, Geyserville	ITALIAN SWISS COLONY Asti	PAGANI BROS. Kenwood
HOLLIS M. BLACK WINERY Cloverdale	F. KORBEL & BROS., INC. Guerneville	BATTISTA PEDRONCELLI Healdsburg
EMIL BANDIERA Cloverdale	HANNS KORNELL CELLARS Sonoma	JOHN PEDRONCELLI WINERY, Geyserville
BARTOLOMEI BROTHERS Talmage	ALBERT LAGOMARSINO Santa Rosa	PETRI WINE COMPANY Forestville
E. BERTI WINERY Cloverdale	LEMOREL WINERY Occidental	STEVE RATTO Cloverdale
BOTTASSO & SON WINERY Santa Rosa	F. MANCUSO WINERY Glen Ellen	REDWOOD VINEYARD & WINERY Healdsburg
BRANGER VINEYARD Santa Rosa	FRED MARTINELLI Forestville	A. REGE WINERY Cloverdale
BUENA VISTA VINEYARDS Sonoma	MARTINI AND PRATTI Sebastopol	SANTA NELLA VINEYARDS Guerneville
JOHN CAMBIASO Healdsburg	STEVEN MASOILETTI Ukiah	SANTA ROSA WINERY Santa Rosa
MONA CHISHOLM Santa Rosa	GIUSEPPE MAZZONI Cloverdale	SAMUELE SEBASTIANI Sonoma
F. FOPPIANO WINE CO. Healdsburg	R. E. MEESE Santa Rosa	SEGHESSIO WINERY Geyserville
FOUNTAIN GROVE VINEYARD, Santa Rosa	MENDOCINO GRAPE GROWERS, INC. Ukiah	WALTER SINK WINERY Cloverdale
FREDSON WINERY Geyserville	MONTE CARLO VINEYARDS Windsor	SODA ROCK WINERY Healdsburg
FREI BROS. WINERY Healdsburg	NAPA AND SONOMA WINE COMPANY, Sonoma	ANDREW J. SODINI Healdsburg
GARRETT & COMPANY Ukiah	FRANK NERVO WINERY Sonoma	SONOMA COUNTY COOPERATIVE WINERY Windsor
ANDREA GHIOTTI Cloverdale	NORTHERN SONOMA WINES, INC. Geyserville	SONOMA VINEYARDS WINERY, Healdsburg
ROBERT GUIDI Ukiah	NORTON & HAIGH Healdsburg	SPEAS COMPANY Sebastopol
GLEN ELLEN WINERY & DISTILLERY, INC. Glen Ellen	EMILIA ONETO Healdsburg	VAL-MOON WINERY Glen Ellen
HAIGH, INC. Healdsburg	PACIFIC VINEYARD PRODUCTS, Inc. Geyserville	VERCELLI BROS. (Alpine Vineyards) Healdsburg
HEALDSBURG WINE CO. Healdsburg		





## *A Century of Progress*



The history of wine-growing in the Valley of the Moon marks its beginning with the founding of the Mission San Francisco Solano de Sonoma by Padre Jose Altimira, and the planting there in 1824 of cuttings from vines brought from lower California by Fr. Junipero Serra. Although these vines were for the most part destroyed when the Mexican government confiscated the church a decade later, the vineyards were replanted by General Vallejo, of the California army, who made his home in Sonoma and who dominated its social, historical and viticultural development for the next 25 years.

Though General Vallejo and his brother Salvador Vallejo achieved remarkable success in the making of wines, it remained for Count Agoston Haraszthy, a Hungarian nobleman, who settled in Sonoma and planted cuttings from selected European wine grape varieties, to demonstrate that the choicest grapes would flourish on the hillsides of Sonoma without irrigation. The area of grape cultivation was greatly widened. Many new settlers came to the Valley and to other sections of the county and began the cultivation of fine wine grapes. By 1869 more than 200,000 gallons of wine a year were being produced in Sonoma wineries alone, proving that Sonoma County wines made from proper grapes, aged and blended with skill by the vintner, could rank with the most renowned wines of the world.

Although Phylloxera, a plant disease which ravaged the American and European vineyards at the end of the 19th Century, threatened to destroy this great venture, and a great many of the vineyards in this area were converted to fruit or pasture land, the tradition of fines wines persisted and when the blight was conquered, Sonoma County still held its proven position, established by Vallejo and Haraszthy, amongst the great wine-producing areas of the world.

Today, a century and a quarter later, 13,625 acres of the finest varieties of wine grapes, valued at 16 million dollars, pay the farmer 2 million for his crop and employ approximately 2300 workers the year round in the production of 5 million dollars worth of wine. There are 56 bonded wineries with a storage coopeage of about 25 million gallons.



COMPLIMENTS

**F. MANCUSO  
WINERY**

*In the Heart of  
The Valley of the Moon*

Makers of Fine Dry  
Wine from the Finest  
Type of Mountain-  
Grown Grapes

Glen Ellen  
California

Compliments of  
**JOHN C. MURPHY  
MOTOR CO.**

your  
Chrysler - Plymouth  
GMC Truck Dealer

869 Broadway  
Sonoma  
Telephone 2180

*"For the Courtesy You  
Expect and Deserve"*

**CHELSON'S TAVERN**

Telephone 5587  
Sonoma, Calif.

(PROGRAM OF EVENTS CONTINUED)  
(Sunday)

Mr. and Mrs. Samuele Sebastiani.....  
.....Pietro Di Mare and Mrs. Doris Baeta  
Padre.....Gene Moretton  
Mr. and Mrs. McPherson-Hill.....  
.....Mr. and Mrs. Harold Breen  
Mr. and Mrs. Hooper.....  
.....Mr. and Mrs. Gregory Jones  
Maj. Snyder and Mrs. Snyder.....  
.....Col. and Mrs. Henry Akin  
Mr. & Mrs. Cooper.....Mrs. Jack Williamson  
.....Maj. Henry Akin  
Mr. and Mrs. Boyes.....  
.....Mr. and Mrs. Charles Cochran

There will be a roped off section in Park across from Hotel where persons with camp stools or chairs will be permitted. Stools may be secured in Park through courtesy of The 20-30 Club at a nominal figure.

**CHORUS**

Sopranos—Myra Tyler, Evelyn Gregory,  
Ruth Harris  
Altos—Evelyn Ashworth, Peggy Dunbar  
Tenors—Ernest Ashworth, Victor Panks,  
Lawrence Dunbar  
Bassos—Dan Ruggles, Lawrence Dickey,  
George Angove, Gene Moretton

**SWINGERS**

Ida and Tom Nevin, Jesse and Virginia Johnston, Valerie Valente, Elsa Mugele, Londa Johnston and Frank Bacher, Louis Mugele and Myrtle Wilson, Jack Browning and Mary Rita Browning, Wendell and June Schaal, Lucy and Al Ricci.

**ORCHESTRA**

Conductor—James Sanford

Violins—Frank J. B. Knolle, LaVerne Rossi, Ethel M. Clauson, Jo Gray.  
Drums—Gary Campbell.  
Trumpets—Virginia L. Mitchell, Jack Halpenny.  
Trombones—Henry Newhall, George Angove.  
Flutes—Pauline Longenecker, Gabriel Garigas.  
Piano—Geo. Scrimger.  
Booths will be open and windows lighted following pageant.

**9:00 P. M.**

"FIESTA FROLIC"—Veterans' Memorial Building. Leon Pasco's 9-piece orchestra. Door prizes. Refreshments. Admission \$1.00; Service men and students 75c. Sponsored by Bear Flag Post and Auxiliary, Veterans of Foreign Wars.



(PROGRAM OF EVENTS CONTINUED)  
(Sunday)

Incidental music in Plaza both Saturday and Sunday furnished by Sonoma Valley Festival Assn. under direction of Mrs. Lloyd Tyler.

The Vintage Festival Assn. congratulates the Boy Scouts on the management of Information Booth and sale of programs.

**SUNDAY, September 27**

**10:00 A. M. to 9:00 P. M.**

Booths in Plaza.  
Window Displays.  
Wine Display at Vintage Festival Headquarters.  
Balcony Displays.  
Community Center Open House, including Valley of the Moon Garden Club Flower Show. Historical Society Exhibit. Organ Concert.

**10:00 A. M. to 5:00 P. M.**

Visitors welcomed to Vallejo Home and to the Mission San Francisco Solano de Sonoma. The Mission contains a collection of paintings of all the Missions in the State by Chris Jorgensen, together with hundreds of relics of the glorious epoch of the rancheros.

**11:00 A. M. to 8:00 P. M.**

Open Air Art Exhibit, under direction of Ann Ruggles Johnson, in Ruggles' Store and Garden, across from Plaza, First Street West. Paintings by County Artists.

**12:00 to 1:30 P. M.**

Organ Recital....."Bill" Burke  
Organ furnished courtesy of Bob Allen  
Piano Salon, 150 Powell St., San Francisco.

**12:00 to 5:00 P. M.**

The Little Festival, West side of Plaza—sponsored by Mother's Club of the Trinity Episcopal Church. Festivities: Fishawish, Home Run, Downacrown, Winafin Pony Parade, Toy Joy, Lucky Lotto, Food Fair, Dart Game, Cartoon Movie (under management of Cub Scouts); Hobby Lobby, Children's Hobby Exhibit (in Batto Building, First St. West).

**1:00 to 4:00 P. M.**

Old Timers' Reunion, Southeast corner of Plaza—opposite Simmons Drug Store.  
Mr. L. S. Simmons, Chairman.

*Sponsors*

The following have joined with the wineries and other firms advertising herein as sponsors of this program.

To all the Vintage Festival Association extends thanks.

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**Verdier's Resort**

El Verano

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**Boyes Springs Food Center**

Boyes Hot Springs

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**L. E. (Bud) Castner**

Boyes Hot Springs

Real Estate

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**Sonoma Mission Inn**

Boyes Hot Springs

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**Sol D. Becker**

Real Estate and Insurance

Boyes Hot Springs

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**Larson's Liquor and  
Sporting Goods**

Boyes Hot Springs

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**Valley of the Moon Review**

Boyes Hot Springs

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**Valley of the Moon Realty**

Sonoma

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**Acme Leather Products**

Sonoma

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**Joe A. Baccaglio**

General Insurance

Sonoma

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**Sonoma Plywood Company**

Sonoma

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**California Pacific Plywoods,  
Inc.**

Sonoma

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**Frank La Haye**

Metal Works  
Sonoma

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**Paul's Old Ranchero**

El Verano

---

**Rozario's**

Al and Delpha  
El Verano

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**Danieli's Grocery**

El Verano

---

**Little Switzerland**

El Verano

---

**Sonoma Plumbing & Heating**

115 East Napa St., Sonoma  
Phone 2528

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**The Pin Cushion**

Sonoma

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**Friberg's Drug Store**

Sonoma

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**Carbonaro's Shoe Shop**

548 Broadway, Sonoma

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**Broadway Hardware**

Sonoma

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**Broadway Market**

4 Corners, Sonoma

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**Wedekind's****Sonoma Sweet Fruit**

Quality is our "Buy Word"

---

**Ascherman's Food Market**

Broadway

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**Union Oil Service Station**

Sonoma

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**A. and D. Farmer's Market  
and Orchards**

Sonoma

---

**Sonoma Valley Bakery**

Broadway, Sonoma

---

**Compliments of Jack Sims**

Sonoma

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**(PROGRAM OF EVENTS CONTINUED)**  
**(Sunday)**

**1:00 P. M. to 5:00 P. M.**

Fourth Annual Folk Dance Festival—  
Northwest corner of Plaza. Produced by  
the "Valley of the Moon Swingers."

Valley of the Moon Swingers were organized just five years ago, meeting at Fetters Springs. Soon larger quarters were required, leading to the forming of classes at Sonoma High School. Parties were held at Sonoma High and before long dancers from all surrounding communities were taking part. Now folk dancing has grown so popular that two weekly classes are held at the high school, and a Folk Dance Party, to which all are invited without charge, is given at the Veterans' Memorial Building on the first Saturday of each month.

**2:00 P. M. to 5:00 P. M.**

Open House at Wineries—Buena Vista Vineyards, Napa and Sonoma Wine Co., Sebastiani Wineries.

**2:00 P. M. to 8:00 P. M.**

Gypsy Fortune Tellers—Direction Mrs. Gilbert Mathis.

**2:30 P. M. to 5:30 P. M.**

"Art in Action"—Ida May Degen, Distinguished Sculptress. Ruggles' Garden, 1st St. West.

**2:30 P. M.**

Children's Theater—"The Calico Burro."  
Produced by Festival Fablers. Southwest corner of Plaza.

(See Saturday Program for cast)

**3:00 P. M. to 4:30 P. M.**

Teenagers' Gay 90's Review—Open Air Theatre in Plaza.

(See Saturday Program for cast)

Immediately following Review, the Vintage Festival Queen will present awards in Skirt and Hat Contest. Music by Nancy Saunders. Judges, Skirt and Hat Contest Mrs. Jeanne Thurlow Miller, Mrs. Charles Castle, Mrs. Ray G. Nixon, Mrs. Lois Morotti.

**4:30 P. M.**

Judging of Whiskerino Contest. Open Air Theatre in Plaza.

Music by Kay Pickle.

**5:00 P. M. to 6:30 P. M.**

Incidental music in Plaza.



(PROGRAM OF EVENTS CONTINUED)  
(Saturday)

8:00 P. M.

Pageant—"The Laborers in the Vineyard."  
(See Saturday Program for Cast)

8:00 P. M. to 11:00 P. M.

Folk Dancing at Veterans' Memorial Building. 50 Clubs participating.

**Exhibition Dancers:**

Danny McDonald's Israeli Group, Vallejo Folk Dancers, Santa Rosa Merrymixers, McDonald Trio, Sunnyside Folk Dancers.

**Callers for Square Dances:**

Stan Valentine, Les Fontaine, Dan Howe, Sue Lemmon, Danny McDonald.

ADMISSION FREE—Public invited to participate.

9:00 P. M.

Pied Pipers Procession to City Hall for Wine-of-the-Month Drawing.

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**THE VINES AND CASKS  
OF CALIFORNIA**

**A SOUVENIR HISTORY**



THIS WEEK, most of the vintage of 1953 still hangs heavily on the drowsing vines in clusters of purple and gold in the Valley of the Moon. With the passing days, the grapes of the Valley are maturing in sweetness and sun as they await the crusher and the wine press.

The vintage of 1952 slumbers now in oaken casks. Most of the wines of '52 and '51 have been sealed away in bottles. Many wines of the war years and a few of those of the 1930's may yet be found in homes and hotels here and half way around the world. The wines of the pre-prohibition years are mostly memory now. The wines of the 19th century are history.

In the wine districts, each autumn vintage is one link of a chain that firmly binds the present to the past. The chain, in California, stretches back through almost 200 vintage seasons such as this one. Back through the years of Haraszthy and Vallejo, great pioneer vintners of the Sonoma Valley. Back to Padre Jose Altamira and the wines of the Sonoma Mission. Back to Louis Mel of Livermore; to the Sainsevier brothers who were among the first to produce California Champagne; to Vignes of the Pueblo of Los Angeles; and to the saintly Father Junipero Serra who, in 1769,

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**Wm. E. Doud & Co.**  
Real Estate  
Sonoma

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**Sonoma Valley Laundry**  
558 Broadway, Sonoma

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**Nina and Sal Argento**  
Sonoma Furniture Mart  
Sonoma

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**Whitehead Motor Co.**  
933 Broadway, Sonoma

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**Sonoma Mill & Lumber Co.**  
Sonoma

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**Sonoma Paint Center**  
Color Headquarters  
Sonoma

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**Sonoma Coffee Shop**  
Biggest Little Cafe in Sonoma

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**Richard O'Neil**  
Photographer  
Sonoma

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**Don's Fine Foods**  
Sonoma

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**Chevrolet Sales - Service**  
Sonoma

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**Mission Chapel Mortuary**  
Sonoma

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**City Limits Service**  
Sonoma

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**Rose and Joe - Tavern**  
Sonoma

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**B. Mori**  
Fish - Bait - Liquor  
Sonoma

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**Sonoma Florist - Gifts**  
118 W. Napa ☉ Phone 3226

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**Prull's Tots 'n Teens**  
JR. HI SHOP  
Sonoma

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**Valente's Pharmacy**  
Sonoma

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**Plaza Books and Stationery**

35 West Napa St., Sonoma

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**Parkside Cocktail Lounge**

21 E. Napa St. ● Phone 2449

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**DeLuxe Cigar Store**

Sonoma

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**Pioneer French Bakery**

Sonoma

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**Barr's Friendly Shoes**

Sonoma

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**The Vineburg Inn**

Vineburg

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**Grace's Beauty Salon**

Sonoma

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**Townsend's**

Sonoma

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**Weller Furniture Company**

Sonoma

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**Western Auto**

Sonoma

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**Napa Milling and Warehouse  
Company**

Sonoma

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**Sonoma Index-Tribune**

Sonoma

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**Smalley's Chevron Service**

Sonoma

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**Orsoe Feed & Milling Co.**

Sonoma

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**Cat Club**

Sonoma

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**Sprouse-Reitz, Inc.**

Sonoma

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**DeLuxe Bakery**

Sonoma

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**Mode O'Day**

Sonoma

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**The Vines and Casks of California**  
(Continued)

first brought the vine into what is now the state of California.

The history of California wine growing from its beginnings at San Diego Mission to maturity in the late 1800's might have been recounted by one man—General Vallejo of Sonoma—and largely from personal experience.

Vallejo knew Colonel Agoston Haraszthy, the honored "father of the modern California wine industry"—was, in fact, a neighbor and a friend and vied with him for prizes in the wine judgments at the early California State Fairs. He knew the mission padres of Sonoma and assumed the cultivation of their vineyards when the church lands were secularized by the Mexican government in 1834.

A hundred years of wine history were spanned by Vallejo in one passage of a letter written in 1874 in which he recalled:

"The founders of this country, among them my father, Don Ignacio Vallejo, told me that the Rev. Fr. Junipero Serra of most celebrated and gracious memory, brought from Lower California the first wines which he transplanted to the Mission of San Diego."

In setting out a vineyard in the mission garden at San Diego to assure a supply of wines for the Holy Sacrament and for the table, Father Serra proved that California is one of the few favored places on earth where grapes of the aristocratic *vitis vinifera* family can be grown. It is the one fact that is the basis of the multi-million dollar California wine industry of today. There are a half million acres of vineyard lands in California now and almost every last one of those acres is planted to *vitis vinifera* vines. These are the varieties which bear such noble names as Cabernet, Pinot Noir, Riesling and Zinfandel.

As additional missions were established along the California coast all the way to Sonoma, vine cuttings were planted in the friendly soil and, almost without exception, they flourished and produced bountiful harvests for the vintage.

The particular variety Father Serra had introduced from Mexico, while it was a true *vitis vinifera* grape, was one of the less distinguished members of that family. It produced a good, although not notably choice, wine. It remained for the commercial growers, who began to appear on the California scene in the early 1800's, to import selected vineyards of the European wine districts. From these vines came the first California wines of superior quality.

Here in Sonoma, as in other California



## **The Vines and Casks of California** (Continued)

districts, the first wines had been mission wines. Old records tell that "more than a thousand" vines had been planted at Sonoma Mission in 1824, the year after its founding. It is believed that the first vintage was in 1827.

When the missions were appropriated by the Mexican government in 1834, Don Mariano Guadalupe Vallejo, at the age of 26, was commandante general of the California army, and a great ranchero with 44,000 acres of land in the region of Petaluma in his name.

Without the padres, the California missions began to go to ruin, but at Sonoma, General Vallejo replanted the vineyards behind the Mission building and soon quantities of good wines were flowing from his presses. For the next 25 years, Vallejo was to dominate wine growing in this area.

Don Salvador Vallejo, a brother of the general, set out a vineyard east of the Mission on land that was later to be absorbed by the Buena Vista Viticultural Society. In Napa County, not far from the townsite that was later named for him, George Yount planted cuttings in 1843 on a tract of land granted him by Vallejo, and thus another great wine district—the famed Napa Valley—came into being.

By 1846, Jacob Primer Leese, a brother-in-law of Vallejo's, was making wine from grapes he was growing along Sonoma Creek. A year later, Nicholas Carriger started still another Sonoma vineyard at the foot of the mountain west of the Creek, and he was soon followed by Albert G. Lyon and James A. Griffith. Benjamin and Samuel Jelsey purchased Salvador Vallejo's vineyard in 1849.

California was now free of Mexican rule and within a year of statehood. Vallejo, who had been a leading figure in the earlier years, continued to prosper and became even more influential in shaping the course of California history.

He built a mansion in 1851 at the reported cost of \$50,000 which was an even more impressive sum in those days than it is now, and he named it Lachryma Montis or "tear of the mountain" because it was situated near a mountain spring. Lachryma Montis was the name he also gave his winery and it appears on many of his wine labels which are still in existence in museums and private collections.

Numerous new vineyards appeared in Sonoma in the 1850's but there was no one to even challenge Vallejo's supremacy as a wine grower until Colonel Agoston Haraszthy arrived in 1856 to purchase the Kel-

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**C. E. MacDonald**  
Watchmaker - Jeweler  
Sonoma

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**Lois' Dress Shop**  
Sonoma

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**Simmons Drug Store**  
Sonoma

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**G. H. Hotz Dept. Store**  
Sonoma

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**Bertain's Napa Laundry  
and Dry Cleaners**  
101 E. Napa St., Sonoma

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**Boccoli's Grocery**  
Sonoma

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**Martinson Electric Co.**  
Sonoma

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**20th Century Market**  
Sonoma

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**Vella's Fountain**  
Sonoma

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**Ruggles' Variety Store**  
West Side of Plaza Sonoma

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**Emrys Williams**  
Sonoma

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**Robert A. Miller**  
Insurance Exclusively  
Sonoma

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**Sonoma Ice Delivery**  
Ice Cold Beer and Soda Delivered  
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**Homer R. Bosse**  
Sonoma

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**The Old Pitcher Antique Shop**  
412 First St. E., Sonoma

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**Vogue Beauty Service**  
Phone Sonoma 2906

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**El Dorado Hotel**  
Sonoma

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**Adobe Drug**

Sonoma

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**Harold F. Cotton**

Real Estate  
Sonoma

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**Credit Bureau of Sonoma  
Sonoma Collection Service**

479 First St. West, Sonoma

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**F. Nichelini**

Plumbing and Hardware  
Sonoma

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**Ralph Morse Hardware**

601 Broadway, Sonoma

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**McNess Dealer**

757 East 5th St.  
Phone 2411

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**Swiss Hotel**

Sonoma

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**Roland H. Kruger and  
Alexander J. McMahon**

Attorneys  
Barracks Bldg., Sonoma

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**Woods-Franquelin**

Sonoma

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Compliments of  
**Frank J. Canevari**

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**Plaza Market**

Sonoma

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**Blanche's Restaurant**

Sonoma

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**Hammond Lumber Company**

Sonoma and Boyes Springs

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**The Town Shop**

Sonoma

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**Lee's Signal Service**

Sonoma

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**Mission Hardware Co.**

Sonoma

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**Eraldi's**

Sonoma

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**Plaza Fountain**

Sonoma

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**The Vines and Casks of California**  
(Continued)

sey vineyards which had originally been the property of Salvador Vallejo.

Before coming to California, he had founded Sauk City, Wisconsin, and he had experimented with grape growing there. He reached San Diego in 1850 and soon he was importing grape vines from Hungary. He next cultivated vineyards near Mission Dolores in San Francisco and at Crystal Springs in San Mateo County.

Haraszthy was a crusader and, in California, his cause became wine quality. He preached that California soil and climate were worthy of the finest grape varieties and when he arrived in Sonoma he set out to prove that in Northern California excellent wine grapes could be produced by non-irrigated vineyards. He planted 80,000 vines on 140 acres of high land east of Sonoma where irrigation was impossible and soon his was the most celebrated vineyard in the state. He gave his acreage the name Buena Vista.

From then on, a friendly rivalry continued between Haraszthy and Vallejo with the General inevitably yielding his leadership in wine growing to the scientific main from Hungary.

Vallejo carried off top honors in the wine competition at the California State Fair in 1861 and in the following year he swept the field at the Sonoma County Fair wine judging. But Haraszthy's decisive triumphs were soon to come.

Haraszthy constructed winery buildings of stone at Buena Vista and drove deep tunnels into the hillsides for his aging cellars. He experimented with 165 grape varieties and offered cuttings for sale to other California wine growers.

The development of wine growing in this region was being duplicated in other vineyard districts of California. Men of vision cast in the heroic mold of the great Haraszthy were laying out vineyards in the Santa Clara Valley, high in the Livermore Valley where vines had to work their roots deep into rocky soil for food and water. In the Sacramento and the San Joaquin Valleys, water was soon to be brought in from the Sierra Nevada Mountains to transform that hot and dry country into a garden land of trees and vines.

The promise of Father Serra's first vintage at Mission San Diego in 1769 was being fulfilled. California was becoming the Wine Land of America.

THE END

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COVER BY POLLY BLACK

SONOMA INDEX-TRIBUNE PRINT

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## *Thanksgiving*

Once again the people of our Valley celebrate their Vintage Festival. Once again, as through the ages, the Grape has been used as a symbol of our life's abundance. Bread is the Staff of Life, our body's sustenance. Bread-and-Water are termed the bare necessities of existence. Bread-and-Wine, however, symbolize the Fuller Life, the life of the Spirit—the ability only man, of all the animals, has been given that enables him to understand, appreciate and utilize the marvels of Creation. And to give thanks for them.

The Grape—Wine—has been a sacred symbol from pagan times—sealer of bonds, binder of oaths, pledge of king and peasant alike as solemn as his word. It knows no boundaries of time, place, custom, or position. In its unique universality it is at once a Holy Sacrament and Everyman's reward for a day's labor well done.

To us in Sonoma today, the Grape is the symbol of our thanksgiving for the material and spiritual abundance of our life here in this verdant Valley, about which Luther Burbank once wrote, "I firmly believe from all I have seen that this is the chosen spot of all the Earth . . ."

It is the symbol of our thankfulness for our predecessors, the Laborers in the Vineyard, who recognized over a hundred years ago the wonderful possibilities of this Valley and who developed it as our heritage.

It is a symbol of the originators, founders and developers of the Vintage Festival idea, in whose footsteps we humbly follow, grateful for our opportunity to work with our Valley neighbors in the happy task of preparing for this Festival.

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Valley of the Moon  
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